

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

as 1
455

USDA Inside USDA Information

United States Department
of Agriculture

Office of Governmental
and Public Affairs

Washington D.C.
20250

Vol. 2

No. 27

May 16, 1980

RIGHT HERE IN "INSIDE" More Yearbook announcements...what corporate PR exec's send to suburban newspapers...conferences and seminars...job openings and job seekers...printing price increases...a new newsletter...and some additional items, plus the word about those regional offices.

* * *

GPA REGIONAL PLAN DROPPED

The last shall be first, they say. So instead of following our usual approach, we'll take up the regional office situation mentioned in the paragraph above.

Assistant Secretary Jim Webster reports that USDA is dropping plans to transfer the administration of the AMS/APHIS/FSQS/FGIS/OT regional offices to GPA. The decision was made after discussions with the chairman of the House Agricultural Appropriations Subcommittee and his staff.

Stan Prochaska and Nancy Bevis of GPA will continue to work closely with the offices, under the administration of AMS's Lewis Brodsky.

GET YOUR COPY NOW

Mentions of the 1979 Yearbook of Agriculture have been hitting the "big" time. Through the efforts of Kate Alfrend, Jack Hayes, Denver Browning, Sally Katt and Lillie Vincent--all of GPA--the book has been getting reviews in "Woman's Day" (circulation over 7-1/2 million), "The Weekly Reader," (a children's circulation of another 7 million), and more yet to come.

Latest sales figure has exceeded 14,500 copies...on Tuesday of this week it was 14,580.

* * *

UP, UP AND UP

Bob Anzelmo, GPA, says the Government Printing Office has issued its latest information on projected increases in printing and binding costs. GPA estimates that costs for printing and binding for FY 1981 will be about 9% over those in FY 1980. And GPO foresees an additional increase of 9% for FY 1982 over the FY 1981 costs. These increases are a composite of projected increases...labor, paper and commercial procurement prices.

As usual, GPO warns that these percentages should not be used in estimating or pricing individual jobs but can serve in determining the overall effect of price changes in establishing obligations for total printing and binding budgets.

And...as in years past...we know from experience that GPO estimates have ordinarily been too low in the past for most USDA work. As a result, we think a 15% increase each year will probably be closer to the mark.

* * *

GO COMMERCIAL IF YOU
CAN AFFORD IT

"Inside..." received an interesting brochure the other day, but we can hardly determine where it came from! (Looks like it's from the North American Precis Syndicate, Inc., with offices in Washington, New York and Chicago. You might try checking New York at 201 East 42nd St., New York 10017; Chicago at 333 N. Michigan Ave., zip is 60601; and in D.C. by calling 347-7300.)

Anyhow, the brochure was entitled "Corporate PR...What Corporate PR Executives at 35 Leading Companies Send to Suburban Newspapers." And natch, it's a pitch to let NAPS write your press releases for you...at a price.

Most prevalent stories we noticed were on health, money management, and science. But that's too general an observation, probably, as each grouping of releases featured had specific objectives relating to an organization's need. We wondered about the readers' need...and when we saw the charges we appreciated the value of public service space or whatever we might call the space we get from our own stories.

* * *

NOTE THE COMPETITION

Another unsolicited opportunity came our way...this one called SRI International. It's a firm out of Menlo Park, Calif. 94025 (address is 333 Ravenswood Ave.).

The bottom line is that SRI would come up with a program to help the government reach local areas...for which SRI would be paid for implementation. Claude Gifford, GPA, talked to a rep and told him about the USDA/land-grant delivery system.

* * *

DESIGN AND BE
AN ALUMNI?

We think we've told you about the Stanford Conference on Design before...if not, it's on the Stanford U. campus, July 24, 25, 26.

This week we received an interesting combination poster and registration form for the conference. Cost to register is \$200 per person, including lunches, a barbecue dinner and receptions at the end of each day. If you're not a member of the Stanford Alumni Association, you have to add \$22 to the tuition for dues (reckon that makes you an alum?).

Anyhow...to get registered, contact Stanford Alumni Association, Bowman Alumni House, Stanford 94305...or call (415) 497-2021.

* * *

TO THE PRINTER...
HOORAY!

Speaking of design, Dave Sutton, GPA, sent the long-awaited for USDA design standards manual to the printer this week. It is a lulu...we've seen the camera ready copy.

More later on prices and ways to get copies....

* * *

SWHISH...THERE WENT
KARIN

A quick, quick visitor to GPA this week was Karin Kristiansson, U. of Vermont. She flitted in so fast we didn't have a chance to find out what she was up to...except some personal business... and to remark that spring has come to Vermont.

* * *

ALL CONFLICTS
AINT BAD

By the time many of you read this, some of us here in D.C. will be all wrapped up in the annual ACE/GPA public affairs workshop. Others of us will be absent for the first day, at least, attending or receiving honors at the Department's annual awards ceremony.

Unfortunately we found a conflict...after dates for the ACE meeting had been set. On May 22, the annual awards ceremony cuts into the ACE meeting...and scuttlebutt has it that a number of inf people are to receive awards this year.

Anyhow, the workshop will go on as planned. Theme this year will be "your career as a USDA communicator in the '80's." A team of folks from American U. and the Office of Personnel Management and the U. of Maryland will tip us off about some myths and facts about comm careers. Then there'll be a session on evaluating comm work with another team of non-USDA experts. Many of us in USDA also will have a chance to do a little crystal ball gazing too.

* * *

ON LONG, LONG AGO

Retired Les Schlup says he may be spending a lot of dough on postage with us...but we were glad to get his latest. It's a copy of his statement for the ACE "Anecdote Jamboree" which Canadian Ham Kenney is working everyone for to jazz up this summer's SOB session at the San Francisco ACE meeting. Ralph Reeder, Purdue retiree, also has had a hand in the enterprise.

Les points out that most of the incidents he reported took place before most of us "saw the light of day."

Les calls his material "Browsing Around the Edge of Long Ago... Cleaning Anecdotes Out of the Attic."

* * *

IS ANYBODY LISTENING?

From the U. of Minnesota's Dept. of Inf and Ag Journalism comes "Reaching People." "Reaching..." is a 6-page printed foldout newsletter full of tips and ideas about using information.

Don Wells writes on the front page that this is the fourth issue and that it marks the end of a year. He said that in the January issue there was a request for readers to say what they liked, didn't like or would like to read. No responses. So he pointed out that "if we're not reaching you, perhaps we need to reevaluate this newsletter's whole purpose." (Well...the name could be changed!)

* * *

FORWARD GPO!

In case there are any doubters about the growth of photocomposition out there...GPO tells us that its electronic photocomposition

division has begun daily production of the Extension of Remarks section of the "Congressional Record." That's the first step toward total electronic text processing and photocomposition of the "Record."

The complete conversion is planned with the beginning of the 97th Congress.

* * *

SIC 'EM, MAX

We've told you about how Animal and Plant Health Inspection Service folks get all heated up (for us all) about "bargain birds" and the dangers of exotic Newcastle disease. Now comes another problem.

Seems as though the Dept. of Justice is prosecuting participants in a dog fighting exhibition broken up by state officials in Arkansas. Max Heppner, APHIS, can now say he's been involved in a dog fight, for he's working with the U.S. Attorney at Little Rock to see what APHIS needs to say about the case.

* * *

HUNTING? TRY SEA

On the job front, Science and Education Administration is advertising for a GS-7/9/11 inf specialist for the northeastern region at Beltsville. The vacancy closes June 9. Contact is Darlene Fowler, USDA, SEA, AOD, Personnel Branch, Rm. 107, Bldg. 003, Beltsville 20705. Or call (301) 344-3402 and ask about vacancy announcement #SEA-AOD-20-275.

* * *

OR TRY VIRGINIA TECH

Warren Mitchell, Virginia Polytechnic Institute, sends us an announcement about an extension radio/television writer/producer needed at his university.

A college degree plus 3 years experience with electronic media is desired...should be familiar with ag and extension...an ag journ degree will be helpful.

To apply, contact: Leonard Herr, Employee Relations Office, Virginia Tech., Blacksburg, Va. 24061 by May 28.

* * *

HIRING? TRY...

Raequel Roberts is graduating from the U. of Minnesota this spring with a BS in ag journ and a minor in horticulture. She's interested in a writing-editing job...has had experience in both journalism and horticulture.

Contact her at 1326 97th Ave., N.W., Coon Rapids, Minn. 55433. Phone # is (612) 757-5039.